



Workshop 4 Notes

February 23, 2016

4-6:30pm

Time (mins)	Agenda	Leading
10	Welcome, Agenda Overview, & Workshop Objectives	Facilitation Team
50	Focus Area Review <ul style="list-style-type: none">City Facilities Focus Area Update	Facilitation Team, Ross Bintner
10	Break	
70	Small Groups: Focus Area Refinement	Energy Action Team
10	Wrap up and Topics for Next Time	Facilitation Team

Welcome and Overview

- Today is our fourth of five Partners in Energy planning workshops
- We're going to spend most of this workshop in small groups, working on refining focus areas, draft goals, and strategies

Introductions:

- *Name*
- *Affiliation*
- *What energy savings action would you recommend to your neighbor?*

Kurt Johanson: Grounds Manager, Edina Public Schools. Would recommend turning lights off after hours.

Roy Jenson: Resident of Edina. Not sure what he would recommend.

Rick Murphy: Grandview Tire and Auto/ Chamber of Commerce. Would recommend LED lighting improvements.

Ross Bintner: Environmental Engineer for City. Would recommend attic insulation and caulking.

Yvonne Pfeifer: Xcel Energy, Community Energy Efficiency Channel manager. Would recommend programming your programmable thermostat.

Rich Manser: Energy and Environment Commission member. Would recommend buying a smart thermostat.



Kyle Sawyer: City of Edina Assistant Finance Manager. Would recommend turning Christmas lights off—it's already the end of February.

Bill Sierks: Energy and Environment Commission member. Would recommend having a Home Energy Squad visit and learning what the best opportunities in your home are.

Tami Gunderzik: Xcel Energy. Would recommend a furnace and air conditioning tune up.

Rozy Eastaugh: Edina High School student. Would recommend a Windsource® subscription.

Jenny Edwards: Partners in Energy Facilitator.

Sarah Klauer: Partners in Energy Facilitator. Would recommend turning off air conditioning when you leave the house.

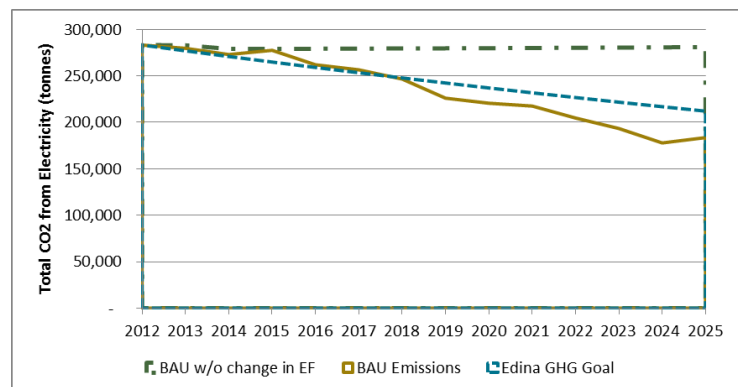
Emma Struss: Partners in Energy Facilitator.

Focus Area Review

- This group has been on track, and we were happy to see the conversations and the level of detail that the group was able to engage in at the last workshop.
- Tonight: Are these strategies really going to get us to our goals?
- Last time we did sticky dot voting on 8 strategies. Since then we have talked about what to do with the business sector and whether adding a business-oriented focus area is something this group would like to do.

Electricity Projections:

- The group's goal is to reduce GHG by 30% by 2025
- Business as usual is the top line, and remains essentially flat
- Solid Line: This the prediction based on Xcel Energy's recent filing, not yet approved. (including population growth and efficiency)
- The blue dashed line is the group's GHG emissions reduction goal.
- For the big picture, what does this group want to do?
 - Move the line down further?
 - Electricity might be a place where you want to get a lot of wins
- This graph only shows the electricity sector.
- Q: Why doesn't the graph show a 30% reduction?
 - The graph starts at 2012, not the baseline year for the GHG reduction, so there's less far to go.
- The projected electricity business as usual emissions get you to around 30,000 less tonnes of CO2 emissions than your goal on the electricity side.





- If you take natural gas emissions *and* electricity emissions, you will be around 30,000 tonnes of CO2 emissions above your goal with business as usual.

Schools and Service Learning:

- This focus area was selected because the community values the schools system, and people live in Edina because of the schools.
- Although students leave to go to college and maybe work outside of Edina at first, many come back.
- The Energy and Environment Commission often holds events at the schools.

Residential Information Campaign:

- Preliminary goal: 750 homes take energy savings actions each year.
- The average number of annual rebates, looking at the past three years of data, is 715 energy rebates
- Assuming that residents participate in the same mix of programs, an additional 750 rebates would save 562,000 kWh each year
- This would add up to 175 saved tonnes of CO2 emissions in 2025, if the additional 750 annual rebates continued yearly
- This focus area was selected because it felt like low-hanging fruit; people don't realize the impact they can have by doing some fundamental things at home. There are already great communications channels in place.

Residential Windsource®:

- The group talked about expanding this to include businesses as well.
- Preliminary goal: Double the number of subscribers, and double the average subscription amount within 18 months.
- The average subscription amount in 2015 was 4,200 kWh annually, and 675 current subscribers.
- This would add up to 2,655 saved tonnes of CO2 emissions in 2025.
- Think about how your strategies will drive that amount of participation in the small groups tonight.
- Q: When you sign up for Windsource® does that actually take CO2 out of the air?
 - Wind is added to the grid specifically for Windsource® customers. The utility retires the RECs when the wind power is subscribed to.
 - We will follow up with more information on how Windsource® works.

City Facilities: (Presented by Ross Bintner)

- Ross created a spreadsheet looking at our mission and vision and all the places that GHG and renewables appear. Generally the City has very forward looking goals. The digital version of the sheet Ross shared has clickable links to learn more.
- Carolyn Jackson is a new Energy and Environment Commission member, and Roy Jenson is an alternate.
- We took our budget spreadsheets and broke it down to GHG emissions sources. The top five items that make up over 50% of GHG emissions are 10% of the budget.



- Q: Why are personnel responsible for 20% of GHG emissions?
 - The City counts employee commutes and per capita expenditures and the stress they put on the environment and the economy.
- Even though 10% of the budget makes up 50% of GHG emissions, there are a few things at the bottom of the chart that makes 30% of the budget. It goes to buying new dump trucks, roads, etc...those are pathway type GHG. The only option is to drive if we don't build a sidewalk.
- Table 3 shows options for actions the City could take and the cost savings analysis. Blue indicates actions that save the City money over a 10 year period while saving GHG emissions.
- Ross would like feedback on reduction strategies outlined in Table 3, and a gut-check on what he shared at the meeting.
- There is a consultant currently looking at City buildings, and it would be helpful for them to share findings with the group.
- This focus area was selected because the group felt it was important for the City to be a leader.

Potential Business Focus Area:

- Last time we talked about some business opportunities, but they didn't get a lot of support in the voting. We want to make sure things the group feels passionately about get prioritized. Businesses are a large part of the community wide electricity use. Is this something that we should prioritize?

Group Discussion Comments:

- I think the priority is on the pie on that screen. Business is the largest opportunity. It is getting businesses involved, making the right connections. I'm thinking about who could champion: Leaders of business community, Xcel Energy. I believe energy companies need to do a better job of marketing these services. There is so much for residential.
- In voting for what you want to work on, you go toward your comfort zone. There aren't a lot of heavy duty business members in the room. There isn't anyone who has empathy or feels like they know how to do that.
- We don't have any industry representatives besides 50th and France. The industrial sector already has incentives to go right to Xcel Energy. We just didn't have a group to mobilize. Whereas for a residential focus, we have people. Ross is a City employee.
- Business is so broad. As far as resources go- the Rotary Club, the 50th and France business association, and the Edina Emerald Energy program are all opportunities. I agree and disagree, every business has an electric meter, they all have an opportunity to benefit. Our business made a significant difference with solar- and it helps our bottom line. Who you reach makes the biggest difference- the managers or the building owners.
- The Emerald Energy Program is a special task force- Rick's business was 1 of 2 that has used this. Those involved already have an ethic and a motivation to be better than the rest. How many businesses have the time and effort to go to that level of detail when they can just pay a building manager?



- We do ask you to think about things that you can champion. If it feels like there is a place to get started, what has been successful- then it is definitely worth spending time to get to details.
- Windsource® doesn't just have to be residential.
- The City has put together an application for 1 GreenCorps staff for a full year. This group should think about that as a potential resource. We also have a conservation and sustainability fund- potentially be hiring someone mid this year (unstaffed for 4 months). The new position would be filled in September.

Small Group Work:

- After the break, we'll split into small groups around focus areas and refine strategies and goals.

Group Discussion Comments:

- For the schools group, we need more information on what we can approach the schools with before we go further.
- When we put together what you want to do, that's what we talk about with Xcel Energy. Savings from the schools group may be indirect- putting together curriculum and bringing things forward in driving more savings. It could involve education on technology for looking for innovative savings.
- These issues of specific information needed and how to approach key partners will be different for every group. These are the right questions to be asking.

Small Group Report Back

Business Focus Area

Focus Area Topic: Business Energy Efficiency (through recognition and organizations)

Goal: TBD, based on where we need to get in terms of GHG reduction.

Strategies: Information campaign, recognition, outreach through Chamber and other professional organizations, leverage case studies

Before next workshop: Ross (Goal refinement, recognition campaign), Rick (organizations)

Schools and Service Learning

Goal: Demonstrable energy savings through events, reach as many kids as possible

Strategies: All 5th-8th graders through curriculum, all ES/MS student

- See if there's an event and kick-off that PTOs can participate in
- Edina USD adopt curriculum that already exists
- May term/apathy project curriculum

Before next workshop: Research things available to reach schools, make phone calls, list out tools that we can present to schools, and have a plan to bring to schools





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EDINA



PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

Residential Information Campaign

Goal: enlighten homeowners on different opportunities: home lighting, smart thermostats, home energy audits; messaging around money savings, make competition to be better on the energy scale, combat climate change

Before next workshop: evaluate channels that are available: Edina publications, Nextdoor. Narrow down the list around the different topics, and coming up with messaging.

Wrap up

- Next workshop is April 4
- Watch for sections from the Energy Action Plan in your inbox
- Email Sarah (sklauer@mncee.org) with any questions
- Follow-up specific to your small group

End of notes.

